Portfolio

Dennis Asare

07940201372

CV

Profile

I am an enthusiastic designer with ten plus years of professional experience. Hailing from a multicultural background my passions lie in the fields of branding, typography, art and creative direction and I love to deploy my experience wherever possible.

My design approach is quite versatile and solving problems, helping a business, charity, organisation or client reach their ambition is the reason why enjoy what I do. Over the years I have had the opportunity of working with some well known brands including Apple, Facebook, Budweiser, UEFA, Vodafone to name a few.

Describing myself in one word would be abit of a difficult one, so I will encourage you to hire me or meet in person to get to know more about my passions and capabilities.

dennis@dennisasare.com
References available on request

Work (2014 - Present)

January 2021 - Present
(Senior Designer, Freelance)
M&C Saatchi, Apple, Landor, Google
Leo Burnett, Brand Communications, UEFA
Facebook, Saffron Brand Agency, Budweiser
Gravity Road, Landor, BT (British Telecom).

2019 - 2020 Integrated Designer
Publicis / Iris Worldwide: London
Campaign, digital and integrated design for a number of consumer and B2B clients.

2016 - 2018 Brand Designer
ITV Studios: London
On air and off air branding, digital onscreen graphics for CITV, ITV1, ITV2, ITV Sports, Brand campaign and art direction for shows such as Britain's Got Talent, The Voice, Love Island, The French Open.

July - Oct 2016 Digital Designer
Pinnacle Sports: London
Brand and content design for web and social media platforms.

October 2015 - Feb 2016
Asos / Minale Tattersfield: London
Logos, artworking and packaging design for hair and beauty brand.
Charlton Football Club: London
Publication design for weekly match

Sept 2014 - July 2015
CWR / Twelfthman: London
Social and digital design for ITF, CWR UEFA and Barclays Premier League.

Discipline/Skills

Branding
Art Direction
Editorial (Print / Digital)
Hand lettering
Social Media Design
Motion (Intermediate)
Photography
Typography
Mentoring

Software & Tools

Photoshop / Illustrator
Indesign / After Effects
Adobe Creative Cloud
Figma / Keynote / Google Slide
Microsoft Office / Mac Os
Powerpoint / Slack / Miro

Influences

Doyald Young / Paul Rand /
Stefan Sagmeister / Herb Lubalin
Jessica Walsh / Wolff Olins /
Banksy / Paula Scher /
Gemma O'Brien / CJ Hendry /
Stockholm Design Lab

Interests / Hobbies

Karaoke / Song writing / Singing
Street Art / Badminton
Figure Drawing / Exhibitions
Window Shopping / Cooking

I am a senior brand designer, creative and typographer with 10 years of experience.

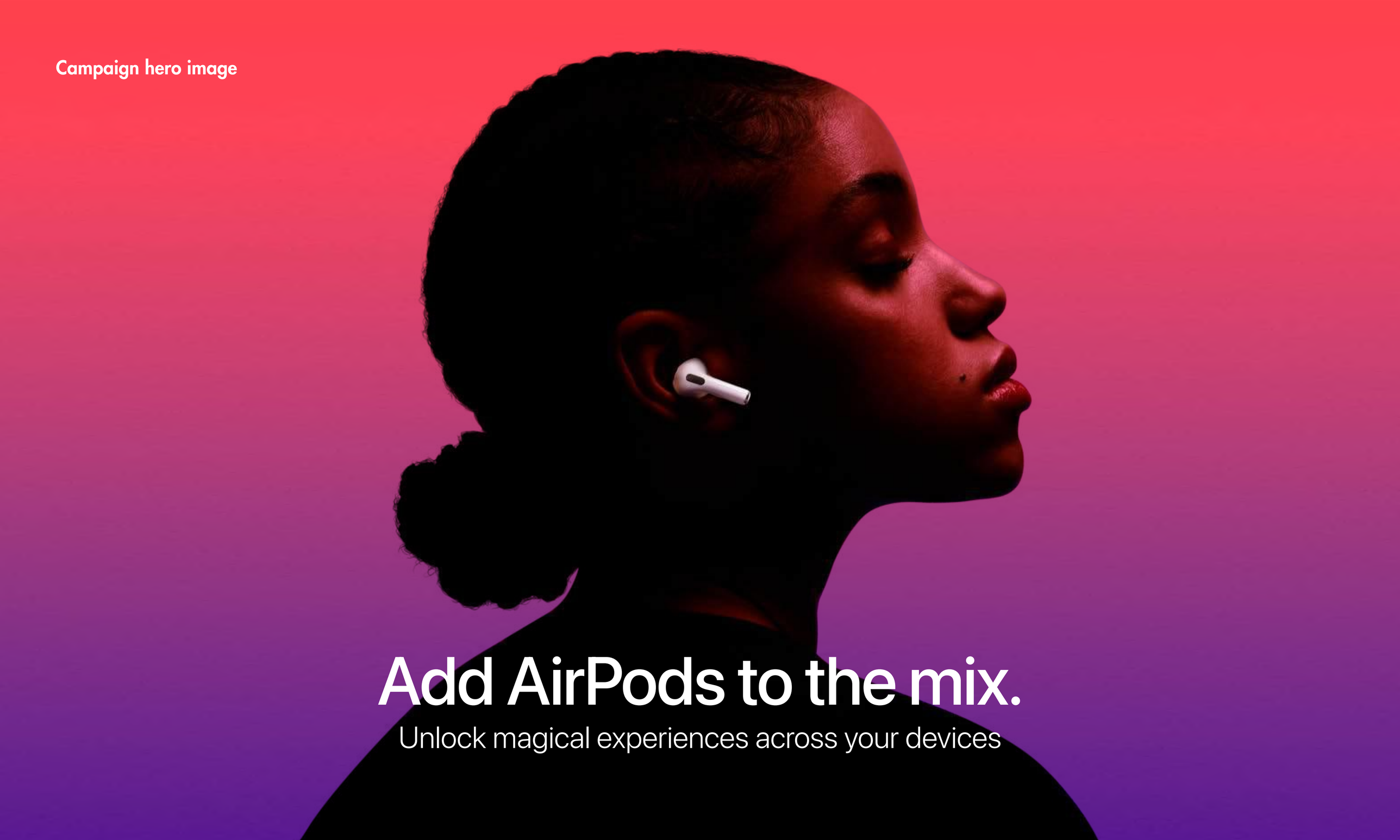
Having had the privilege of working with global brands my mantra is to be kind and to create world class work that pushes the boundaries, changes the norm and redefines the status quo.

Need a hand on a project or to work with your team, lets get in touch: dennis@dennisasare.com

APPLE AIRPODS CAMPAIGN

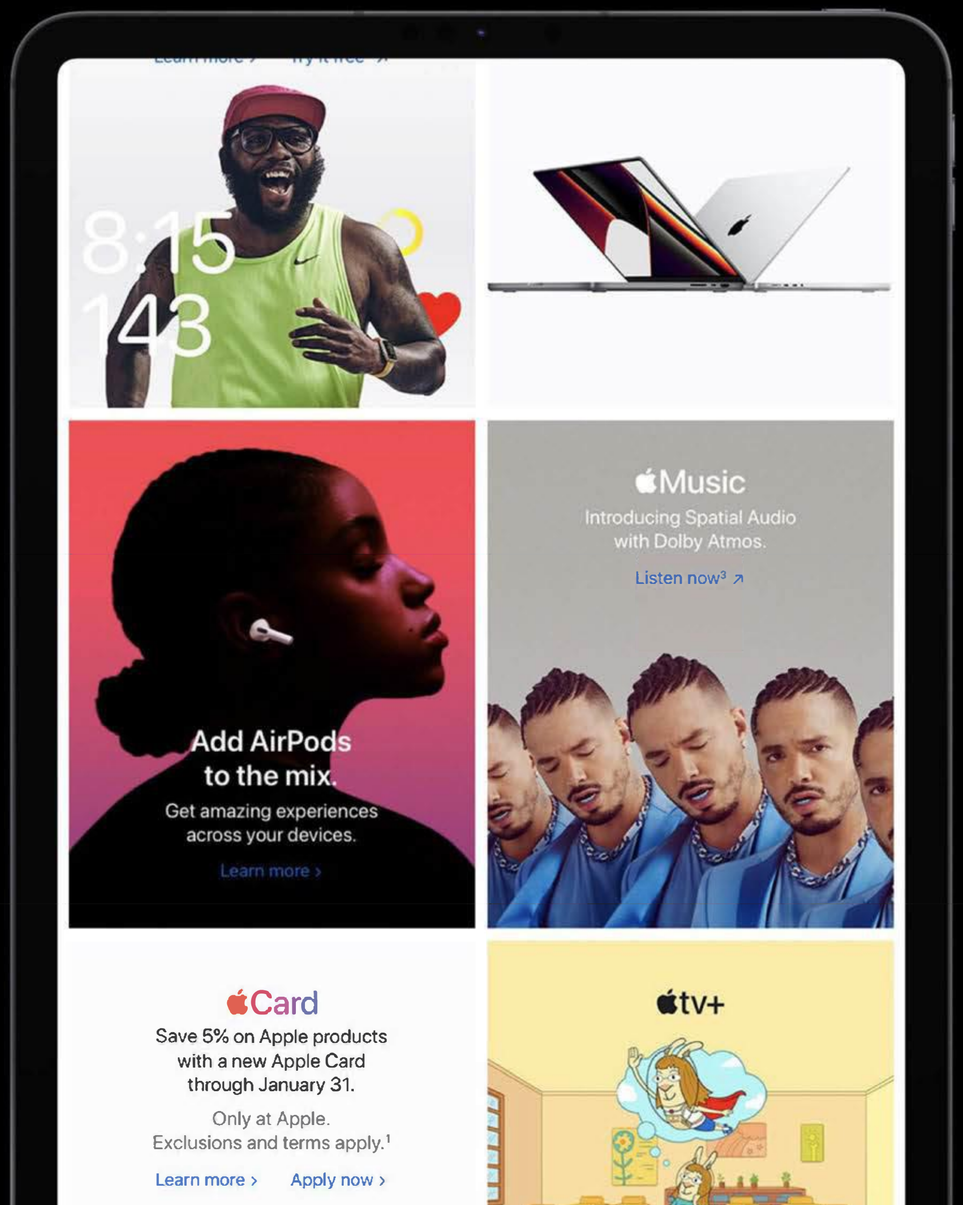
As a senior creative my role in this project was to come up with a vibrant and exuberant concept that flowed seemlessly throughout the campaign. The goal was to show the amazing features of the Apple airpods with a photographic approach and seeing its rollout on Apple’s website, brand partners and various digital platforms across Europe.

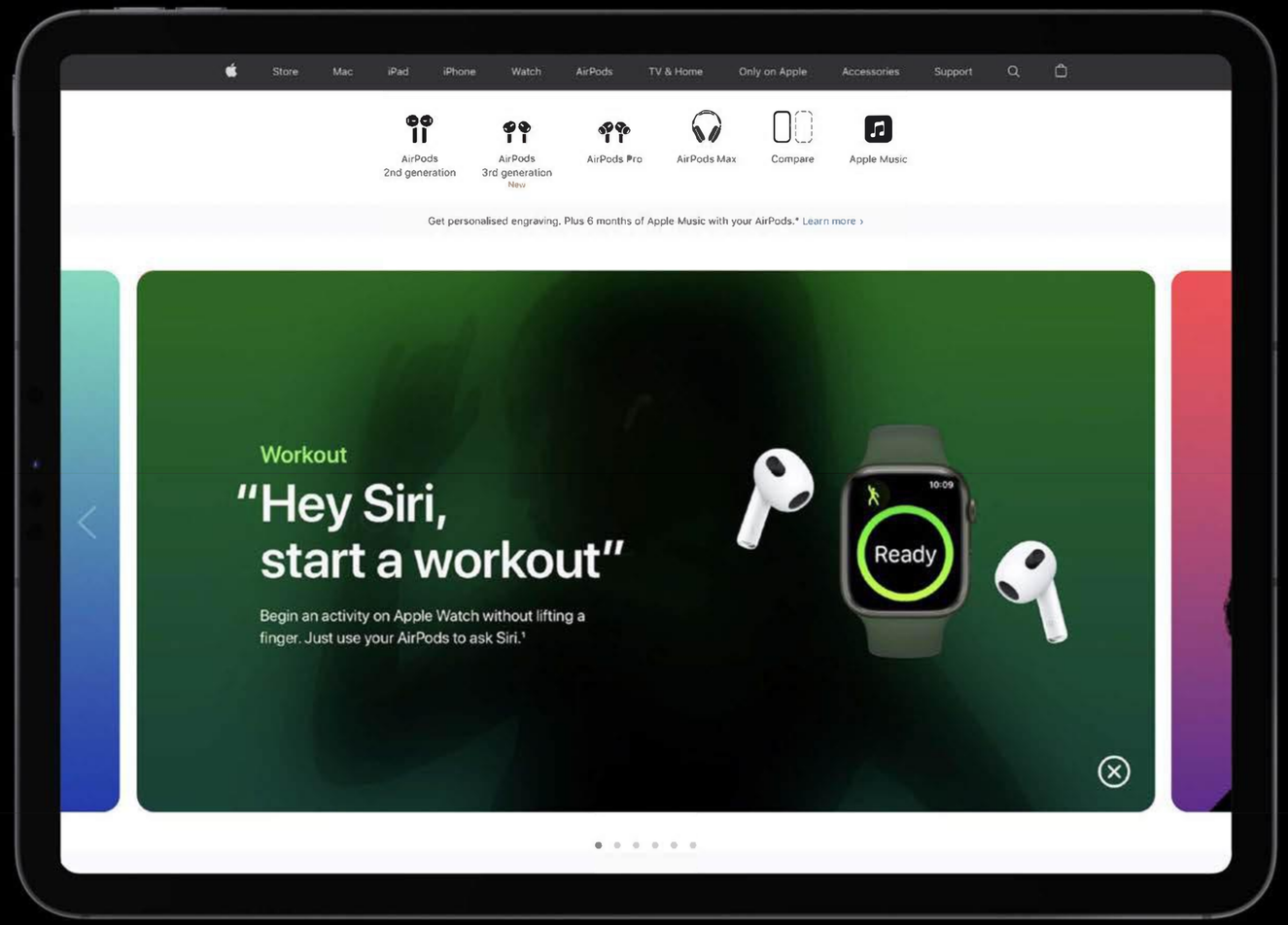
Campaign hero image



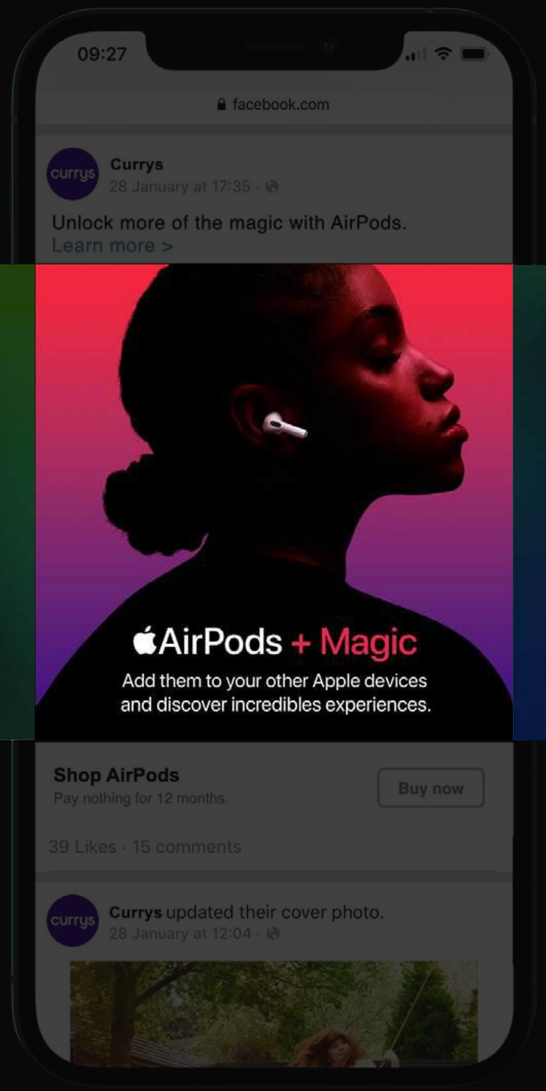
Six core images with each demonstrating a feature of the Airpods

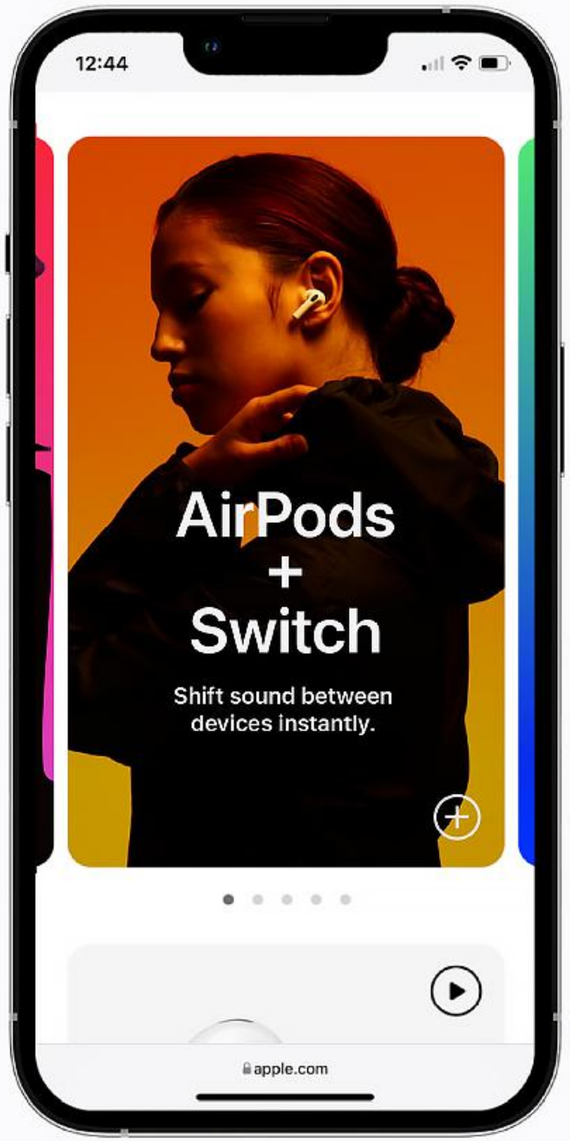
Website application

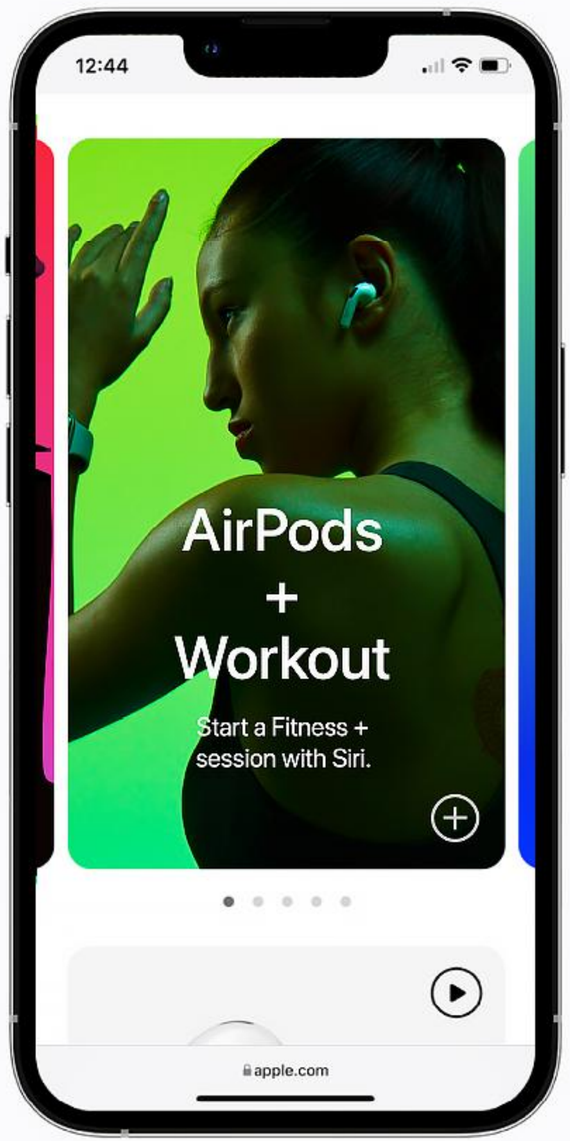


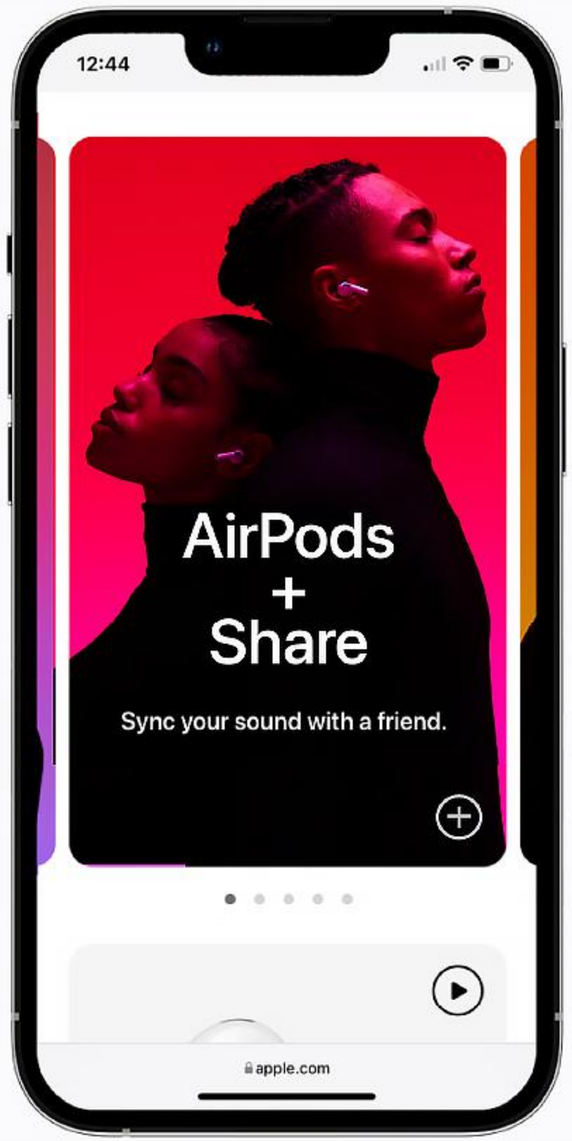


Social marketing carousel

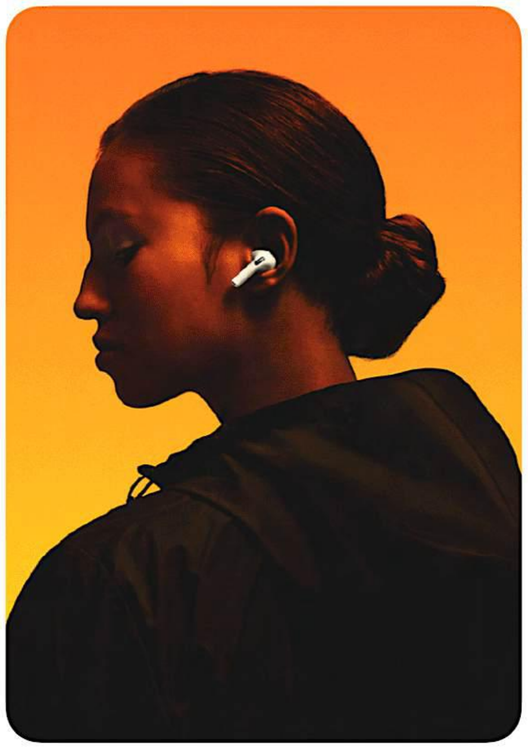


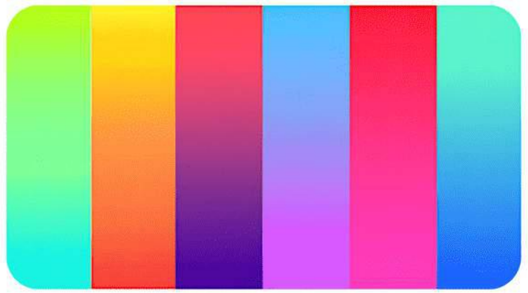

12:44
AirPods
+
Switch
Shift sound between devices instantly.
apple.com


12:44
AirPods
+
Workout
Start a Fitness + session with Siri.
apple.com


12:44
AirPods
+
Share
Sync your sound with a friend.
apple.com

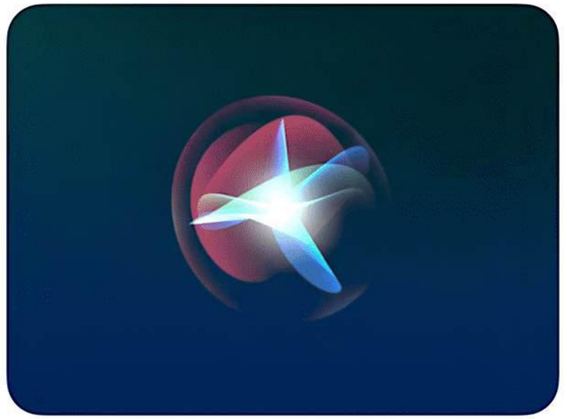
AaBbCc





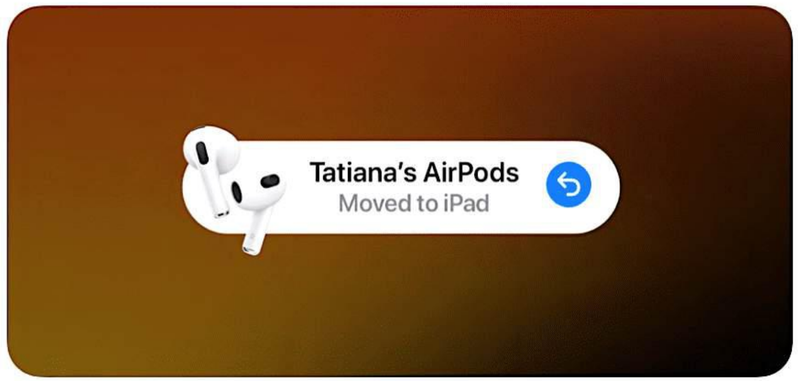
Add Apple AirPods to the mix

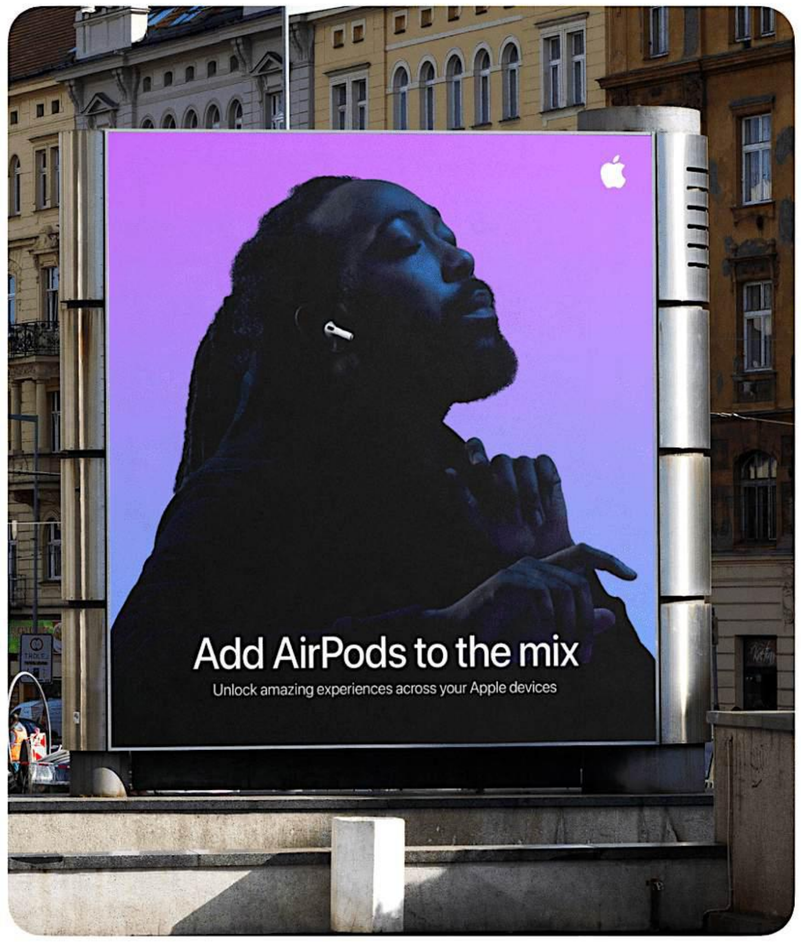
Buy Now



Spatial Audio

AirPods



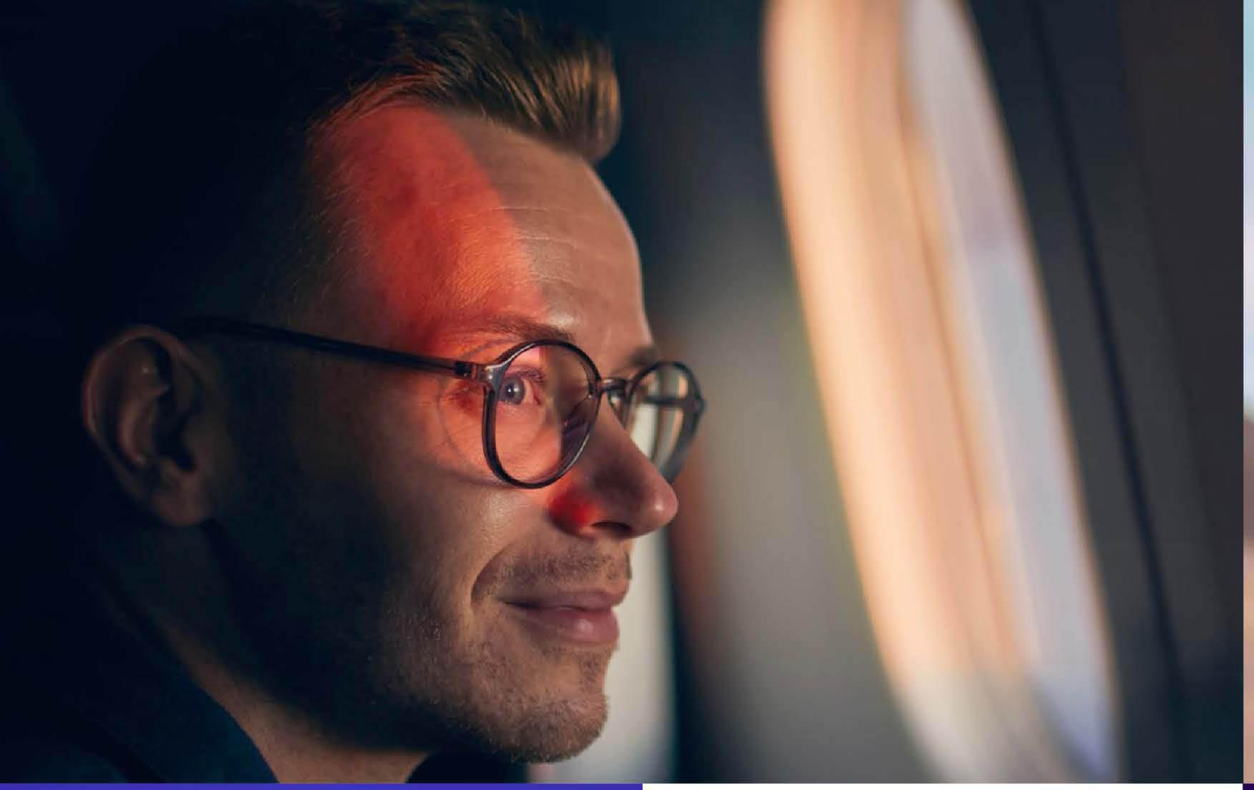


RIYADH AIR BRAND DESIGN

With a new airline becoming the frontier of passenger aviation in Riyadh (Saudi Arabia) I worked as a senior within a small team to come up with a new identity. With an already existing logo our duty was to bring these elements to life look at touchpoints from colours to art direction, icons, signage, tickets, digital displays and out of house socials.

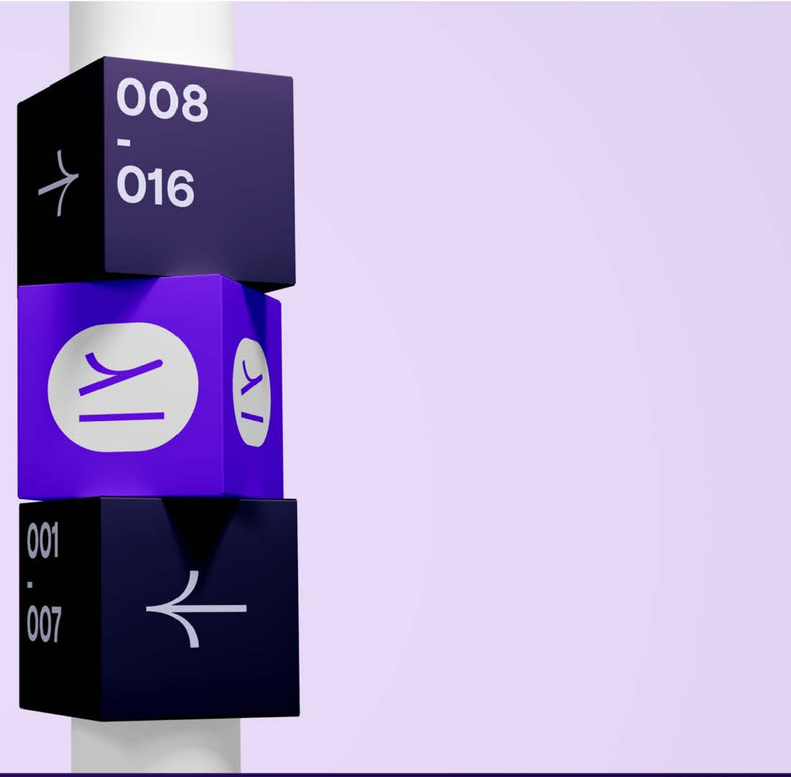
RIYADH AIR

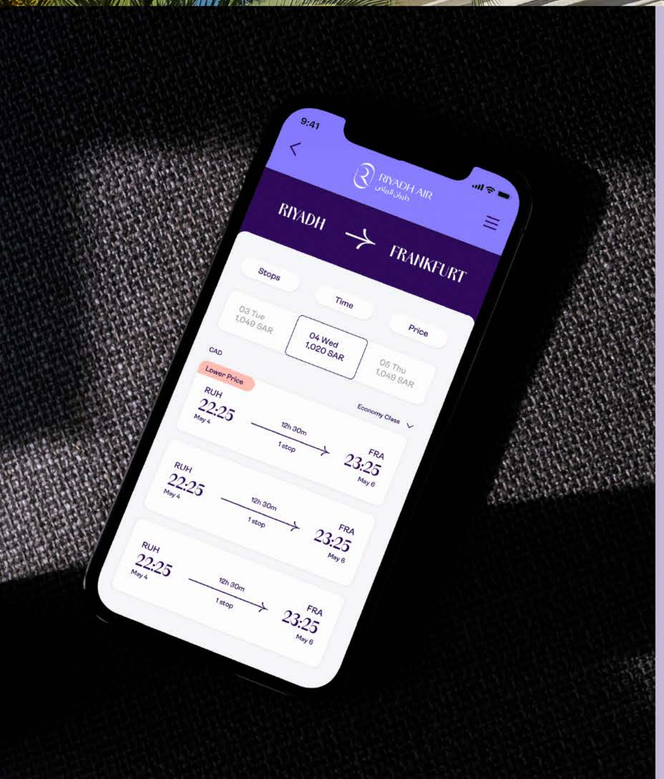
طيران الرياض



A higher altitude of experience

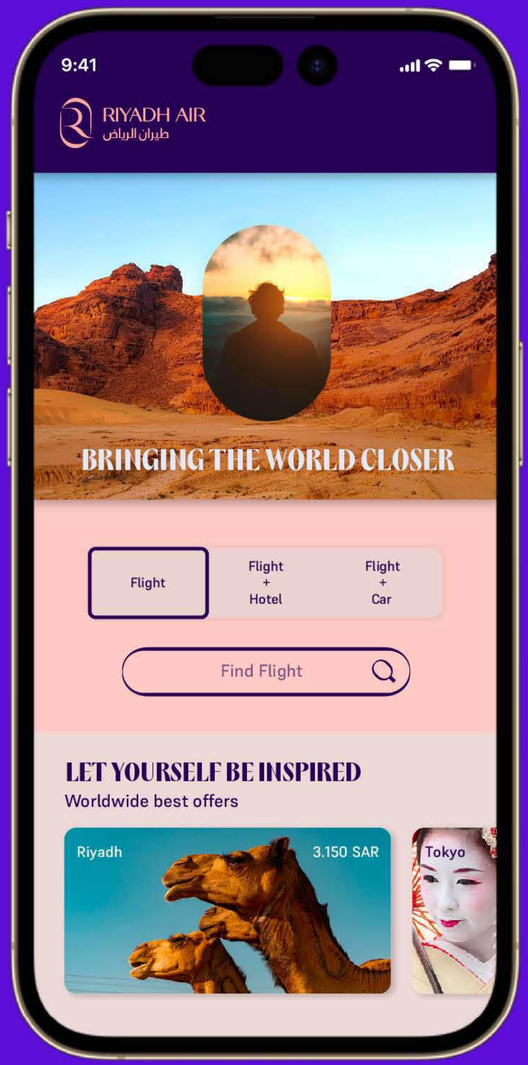
اكتشف آفاق أبعد في تجارب السفر
EXPERIENCE THE NEXT
LEVEL OF TRAVEL
RIYADH AIR
طيران الرياض
RIYADHAIR.COM
278


008
-
016
001
-
007


9:41
RIYADH AIR
RIYADH
FRANKFURT
Stops
Time
Price
03 Tue
1,048 SAR
04 Wed
1,020 SAR
05 Thu
1,048 SAR
CAD
Lower Price
Economy Class
RUH
22:25
May 4
10h 30m
1 stop
FRA
23:25
May 6

FLYER STATUS
Stratosphere
TAP TO SCAN

FROM
AUS
Jan 05 2024
9.50 am
TO
SA
Jan 06 2024
7.30 pm
RIYADH AIRWAYS
JONATHAN SMITH
CLASS - FIRST
FROM
AUS
Jan 05 2024
9.50 am
TO
SA
Jan 06 2024
7.30 pm
JONATHAN SMITH
CLASS - FIRST


9:41
RIYADH AIR
طيران الرياض
BRINGING THE WORLD CLOSER
Flight
Flight + Hotel
Flight + Car
Find Flight
LET YOURSELF BE INSPIRED
Worldwide best offers
Riyadh
3.150 SAR
Tokyo

9:41
Riyadh Air
TRAVEL
BEYOND

9:41
Riyadh Air
EMBRACE THE JOURNEY
ر.س
2100
حتى أربعة رحلات يومياالى
مطار لندن هيثرو

A higher altitude of experience

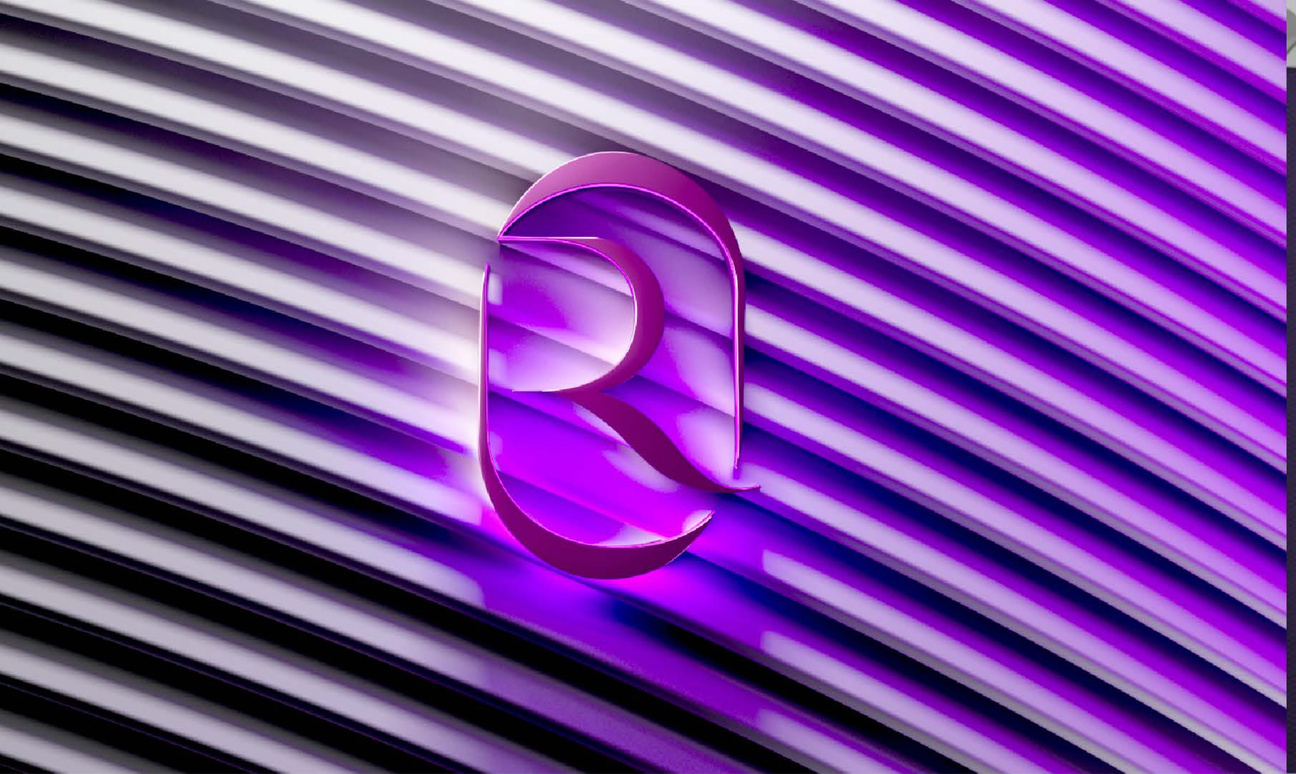
riyadhair.com

TRAVEL

BEYOND

EMBRACE THE JOURNEY

riyadhair.com



1A
In London, its currently 15.45 and 23oC
Remaining
2h48min
RUH Riyadh Intl
LHR London Heathrow
VIEW OUTSIDE CAMERA
DESTINATION INFO

ATHRA FINTECH BRAND DESIGN

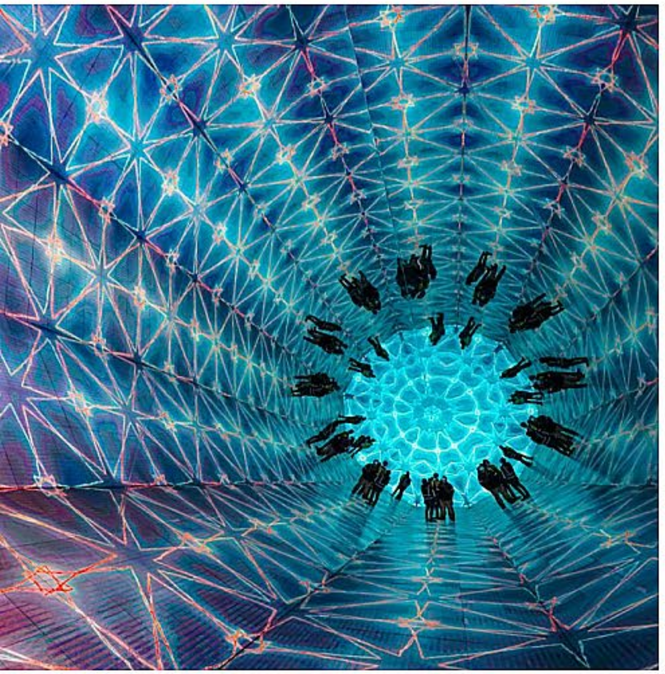
Athra is a wealth management and investment app designed for the afluent and prudent at heart.
As a subsidiary of Saudi National Bank I worked on bringing the clients vision to life by combining the concept of vision (light providing financial guidance) with tech and features of Saudi Arabia.

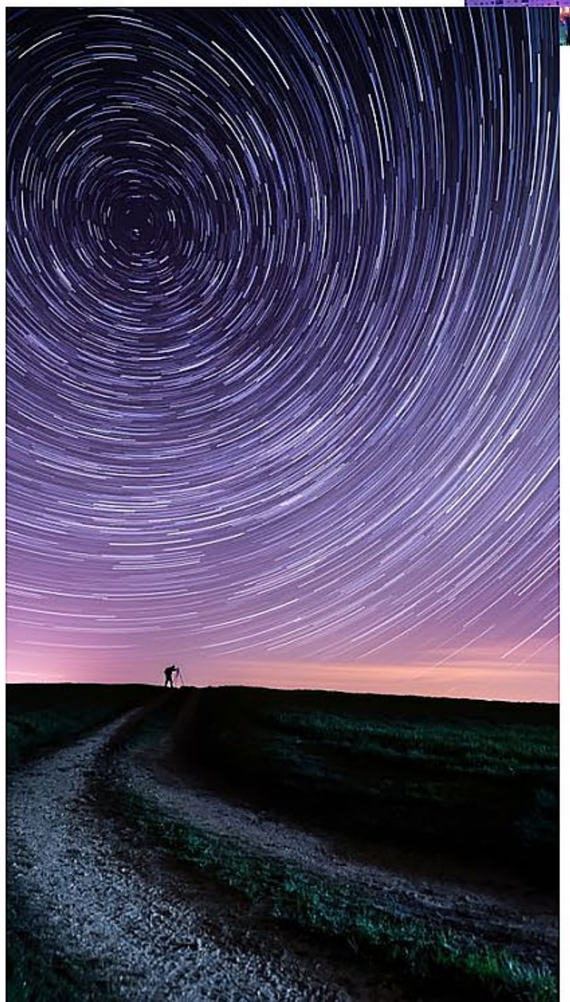
LOGOMARK

ATHRA

An investment and wealth management brand providing engaging knowledge to clients,
empowering them with the tools to orientate through their financial journey.
Our core values: Inspirational, technological, future guidance, transparency

COLOUR THEORY





UI COMPONENTS

Investments

Clients

Trajectory

Summary All time

Zarid Malik

36,789,200 SAR

Total Earned Yield +35%

Total Bonus +12%

ATHRA

1 Month | 3 Months | 6 Months | 1 Year

Welcome back

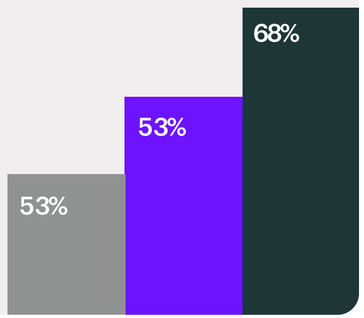
Sebastian, there are some updates for you.

3 Unread Messages

Performance

176%

A scope of earnings according to numeric data. This is a reflection of how your account has performed in the past 6 months.



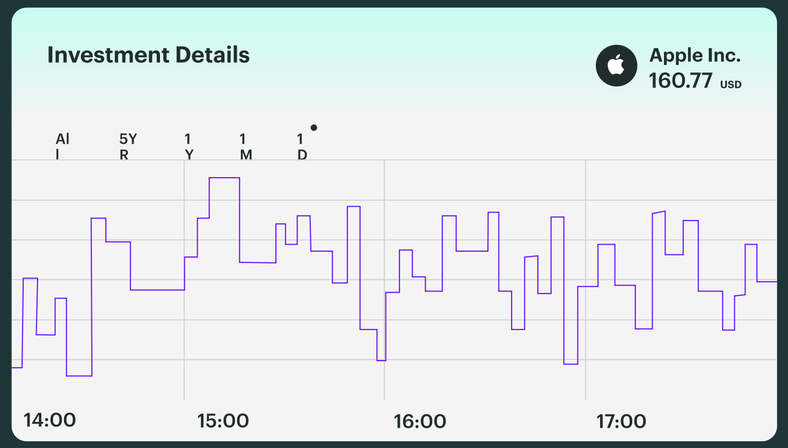
Get started

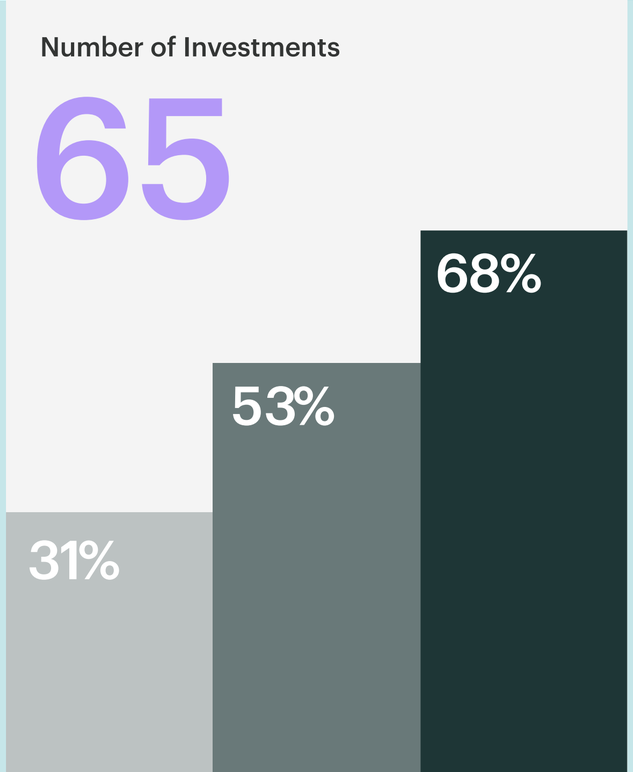
You account is ready

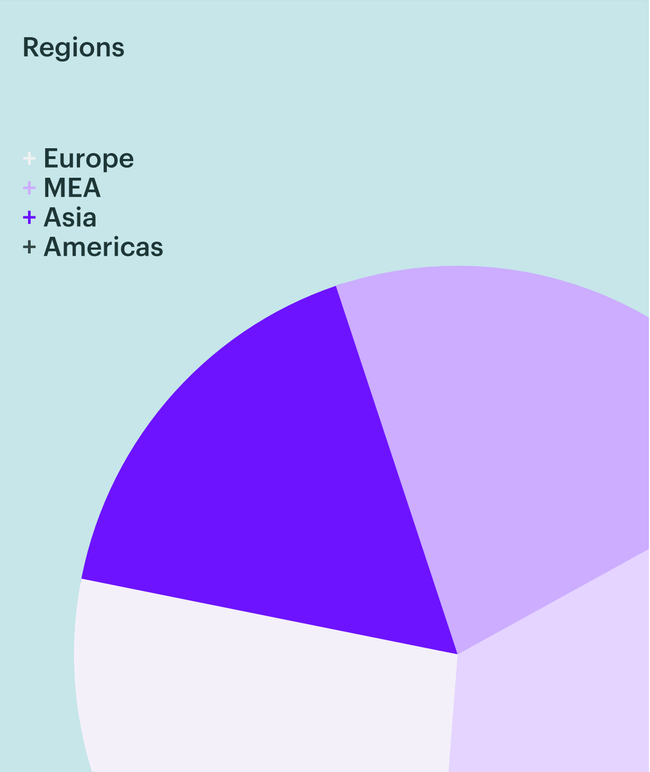
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

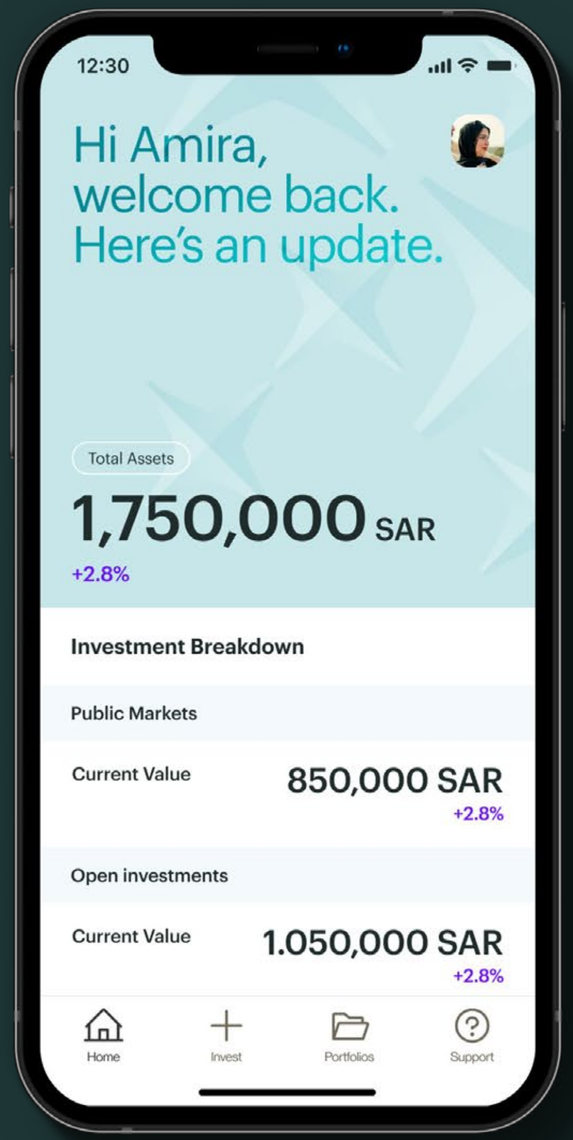
Login here

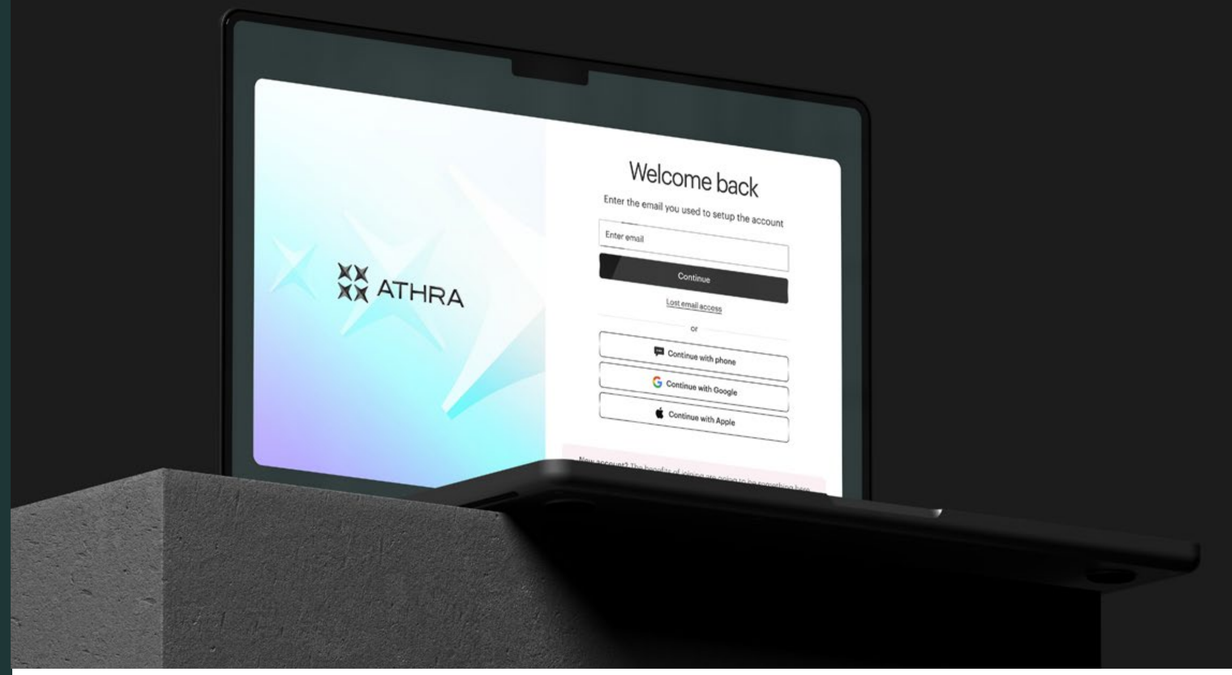
DATA VISUALISATION & ICONS



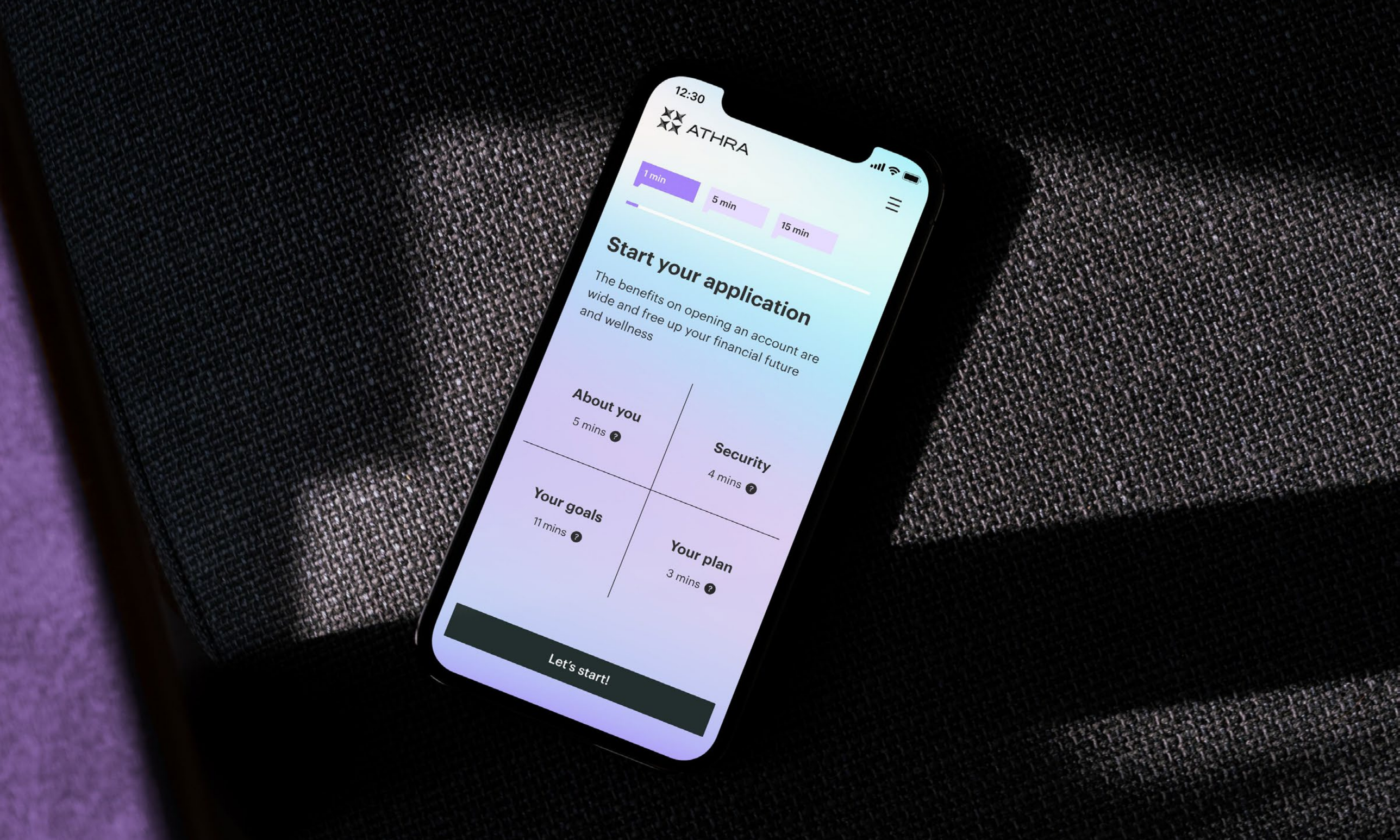





12:30
Hi Amira,
welcome back.
Here's an update.
Total Assets
1,750,000 SAR
+2.8%
Investment Breakdown
Public Markets
Current Value
850,000 SAR
+2.8%
Open investments
Current Value
1.050,000 SAR
+2.8%
Home
Invest
Portfolios
Support


ATHRA
Welcome back
Enter the email you used to setup the account
Enter email
Continue
Lost email access
or
Continue with phone
Continue with Google
Continue with Apple

9:41
Athra
WED
7
Calendar
Photos
Camera

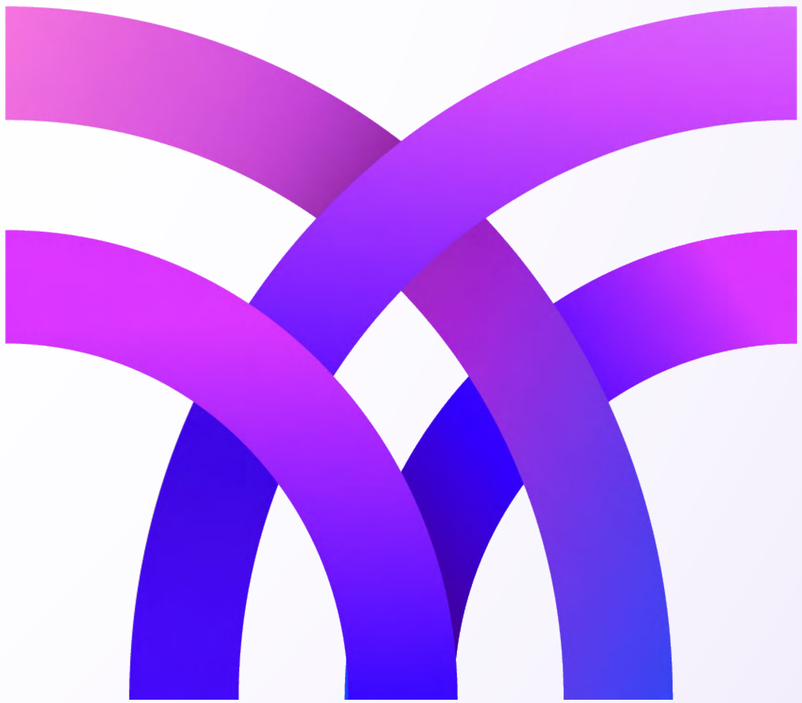

12:30
ATHRA
1 min
5 min
15 min
Start your application
The benefits on opening an account are wide and free up your financial future and wellness
About you
5 mins
Security
4 mins
Your goals
11 mins
Your plan
3 mins
Let's start!

FABRIC INVEST BRAND IDENTITY

Finance
Technology

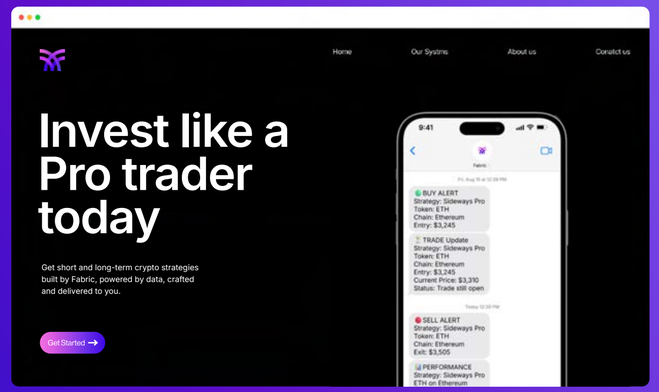
Fabric takes away the stress and complexity involved in trading in Cryptocurrency, helping you build a portfolio and make trades without the faff. From brainstorming to strategy I worked hand in hand with the client to build an entire brand identity covering various social and digital touchpoints.

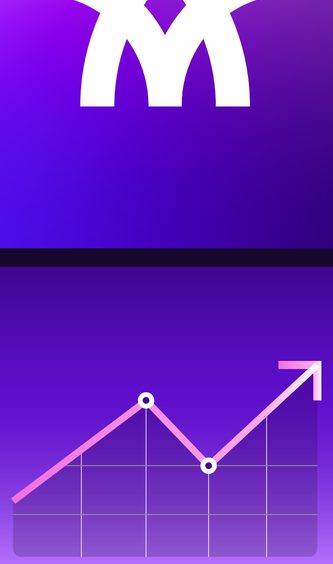
Fabric Invest Monogram



Fabric

Crypto investing made easy.





- Alpha Seeker
- Stablecoin Plus
- DeFi Yield

Fabric White

Fabric Blue

Fabric Gradient

Invest like a Pro Trader

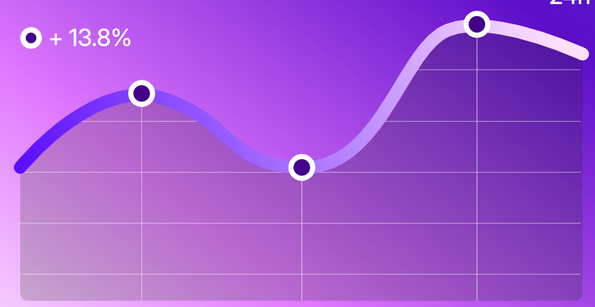
Access high-yield crypto strategies, automated trading, and secure wallet management.

Current Portfolio

$3,800

+ 13.8%

24h



Breakdown

Cash	$63,449
Brokerage	$396
Composite	$7,470
Consumer Stab...	$1,470
India	$10,911
Smart Cash	$19,967

+$40.0000

Composite

Invest as an earner

PRECISION INVESTMENT MADE EASIER FOR YOU.

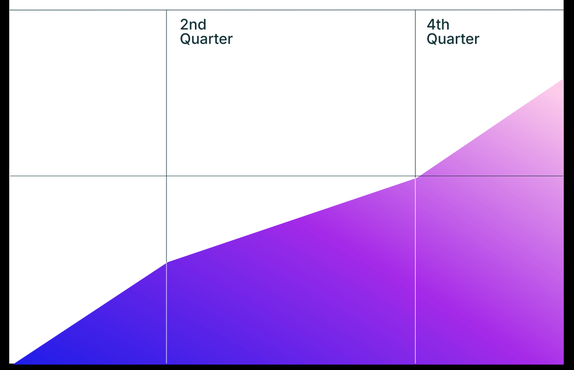
We will help drive your investment in the most precise and accurate manner

Choose Fabric

2025

This years financial forecast in Crypto

Growth



2025

Investing

18-15%APY

Precision wealth management for tomorrow

Composite

17 Sep
18 Sep
19 Sep
Performance
9:41
Crypto investing made easy.
Start today

NEOS TYPEFACE DESIGN

Typography
Technology

Neos is a geometric san serif font designed with futurism, digital technology and modernism as its main source of inspiration. Various weights are currently being developed, the following demonstrates ‘Regular’ and ‘Wide’ weights.
Role: Overall design & creative direction

NEOS REGULAR

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ

123
456
789
0!?

Typeface Application

HONDA

TESLA

45+

680+

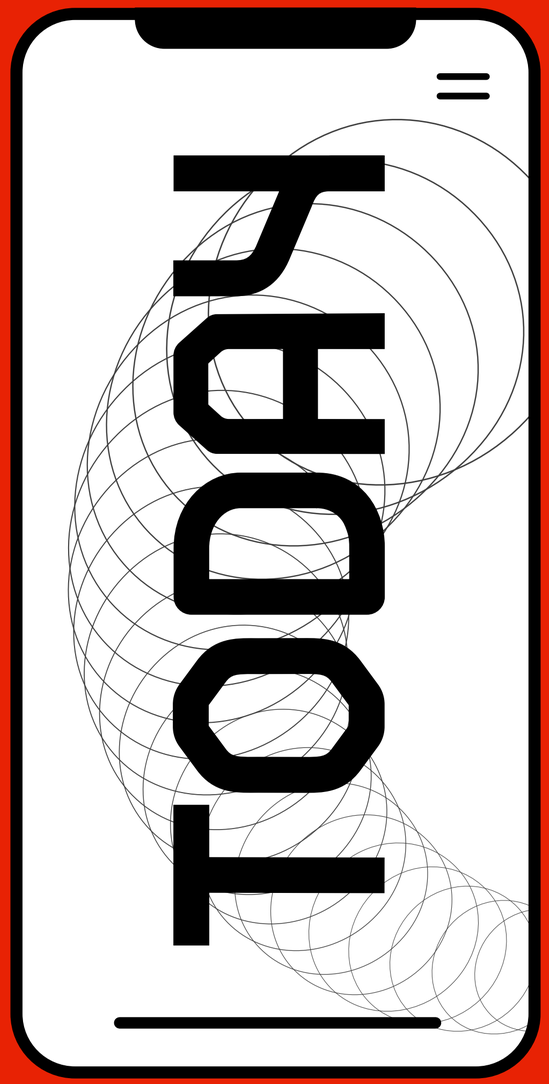
NISSAN

COROLLA

70+

192+

Digital Application

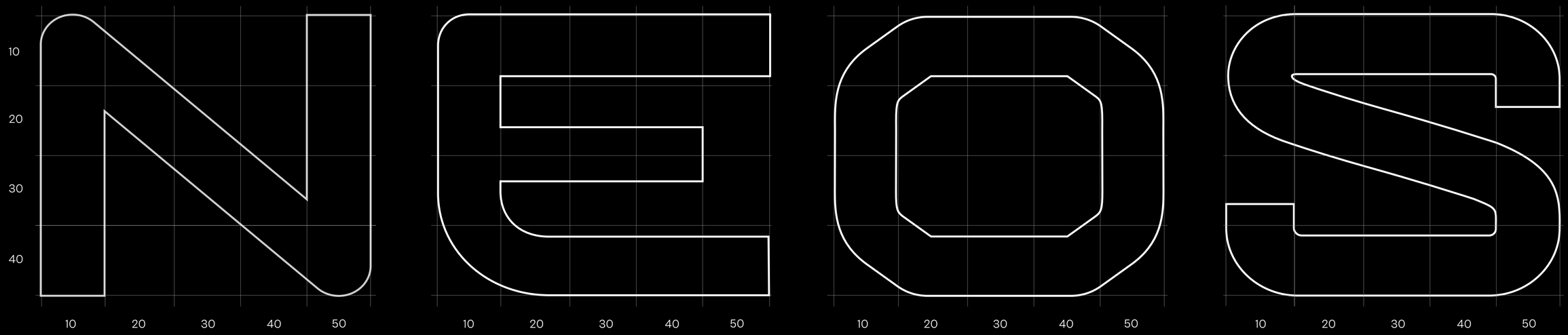


Neos Wide

NEOS WIDE

23
15
89

Neos Wide font structure



2057:
A SPACE ODYSSEY

RISE

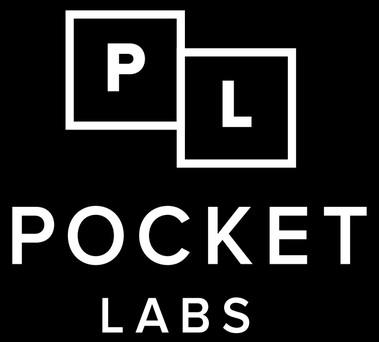
NE
OS

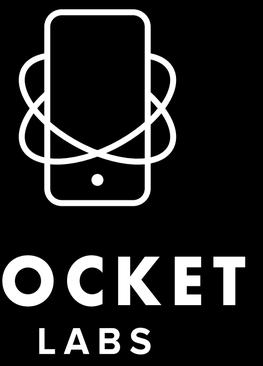
POCKET LABS BRAND IDENTITY

Brand creation for an in house digital production service with a focus on mobile first content for brands and products. Creating a concept using the ideas of futurism, innovation was my benchmark, exploring how ads can adapt for mobile only.
Role: Design & Creative direction

Brand Logo

Designed Options





Logo design options created to reflect the brands ethos

Brand Guidelines

Colour Palette

A vibrant eclectic, forward thinking range of colours have been selected for the brand

POCKET BLUE
HEX:0502F6

Empowering
Vibrant
Tech Savvy

POCKET GREEN
HEX:08FF18

Ecclectic
Innovative
Bold

POCKET WHITE
HEX:08FF18

Universal
Inclusive
Transparent

POCKET BLACK
HEX:070707

Professional
Fundamental
Adaptive

Typography

A vibrant eclectic, forward thinking range of colours have been selected for the brand

Display Typeface

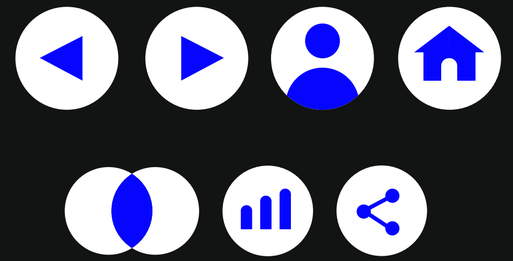
RAISONNE

Secondary Typeface

SPACE MONO

Iconography

A set of icons designed for the brands user interface



Who we are

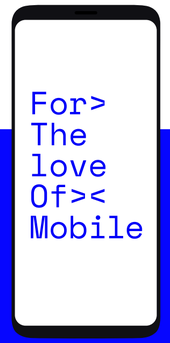
SO WHAT IS IT THAT WE DO?

AN EFFICIENT AND CREATIVELY DRIVEN PRODUCTION APPROACH, SPECIALISING IN THE ORIGINATION OF MOBILE CONTENT AND THE ADAPTATION OF EXISTING TVC & BRANDED VIDEO FOR MOBILE

Who we are

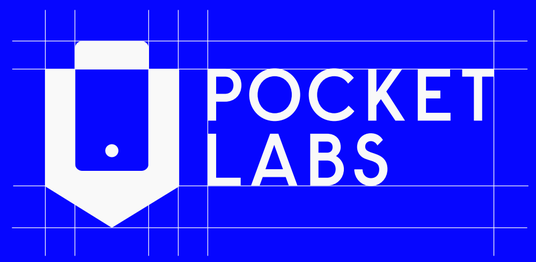
ADAPTATION

Repurposing existing brand assets to perform better on mobile

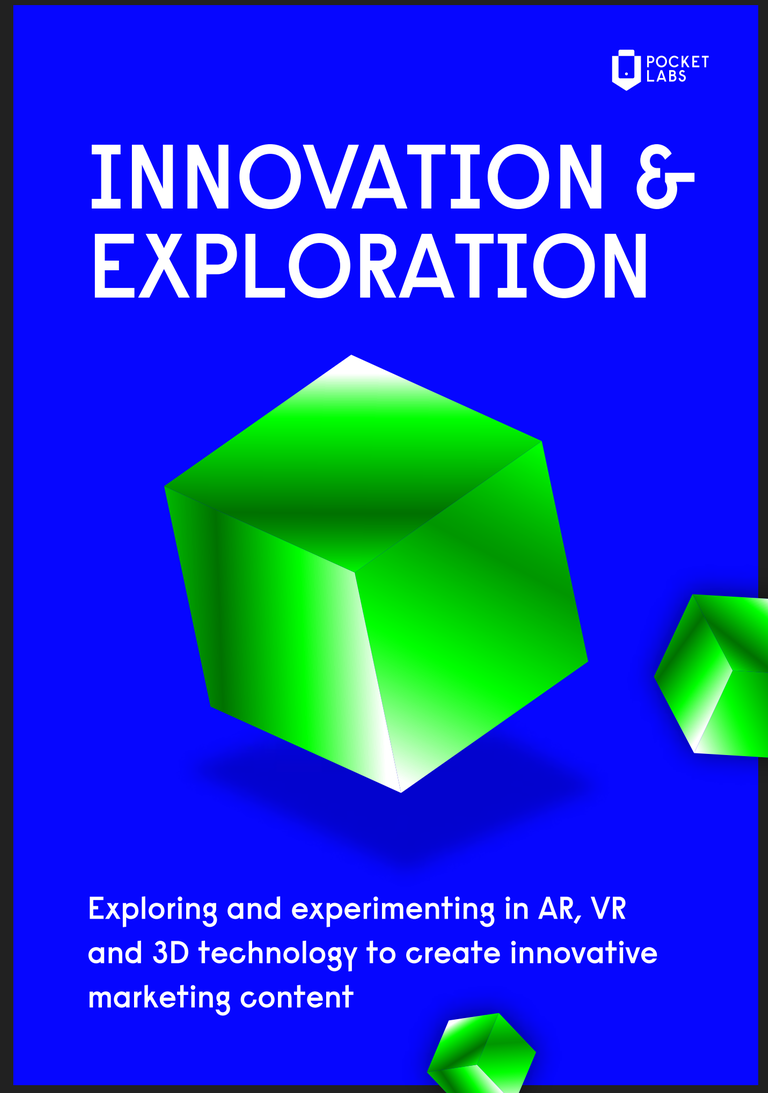


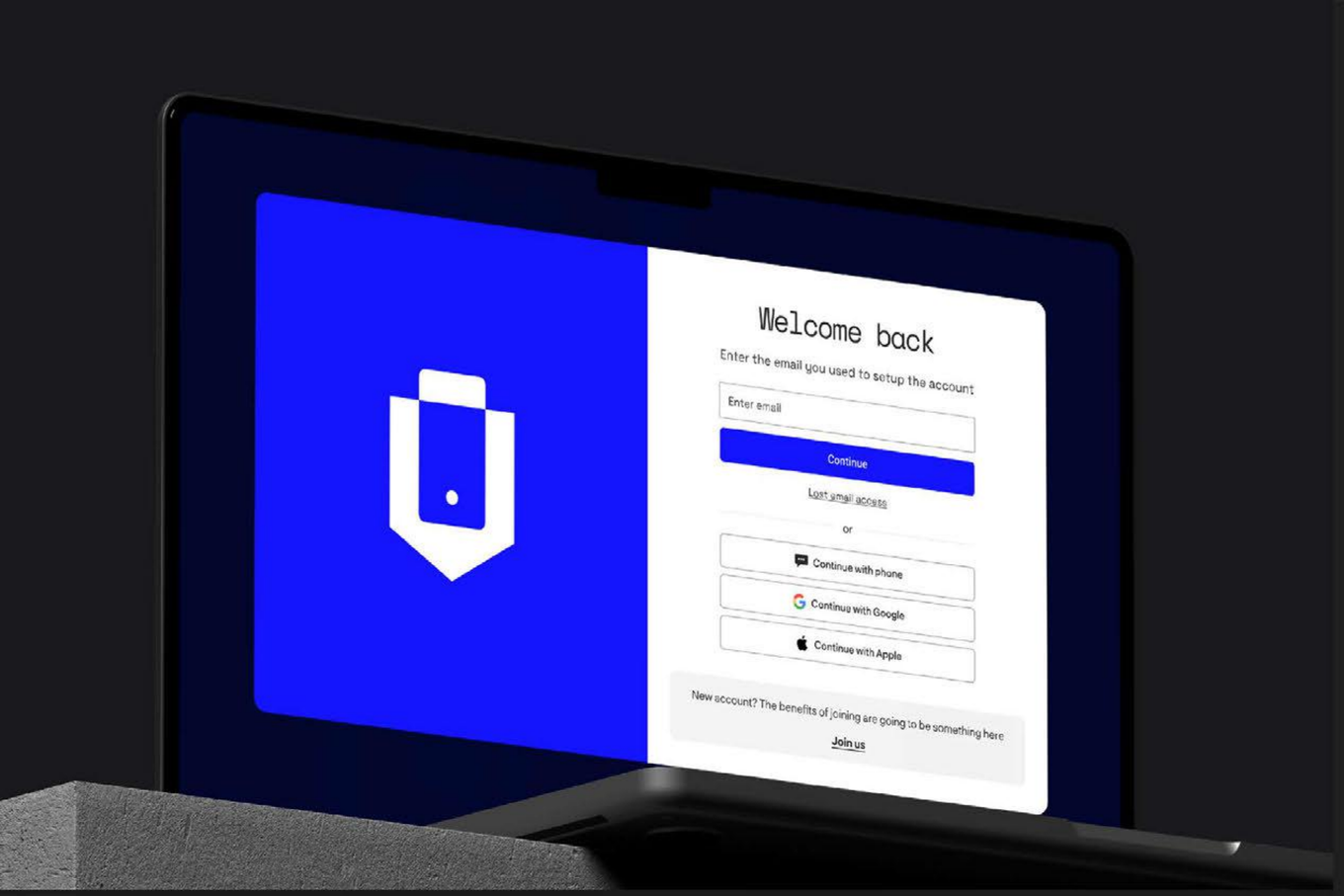
Logo Lockup

Our distinctive logo in its sharp and consise form

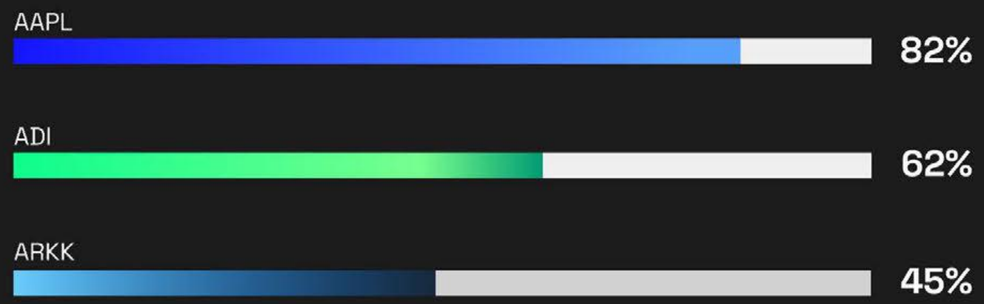


Brand Posters


POCKET LABS
INNOVATION & EXPLORATION
Exploring and experimenting in AR, VR and 3D technology to create innovative marketing content


Welcome back
Enter the email you used to setup the account
Enter email
Continue
Lost email access
or
Continue with phone
Continue with Google
Continue with Apple
New account? The benefits of joining are going to be something here
Join us

1:15
Pocket labs


AAPL
82%
ADI
62%
ARKK
45%

Stationery

POCKET LABS

For >
The love ><
Of Mobile

NICK FARNHILL

CEO Pocket Labs
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London W1U 6AE
+44 7984603056

POCKET LABS

LOGOS
LOGOTYPES &
ILLUSTRATIONS

Various logos and logotypes designed for clients. This also includes self initiated calligraphy and hand lettering illustrations.

Logos

AMORA

JEWELLREY

SOMO

loveisland

Fabric

KOUTURÉ
PARADISE

ENGLAND
Love Joy Peace
BIG UP YOUR SUMMER
itv
Luna
WALES
Free Hugs
Have faith
Courageous
YOU CAN
HELP A DEPRIVED YOUTH BEGIN A CREATIVE CAREER
SWEET VICTORY
BELIEVE
TIME TO SHINE
Blaze
Dennis Asare
KOUTURÉ PARADISE
NEOS WIDE

Dennis Asare

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